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NC Recycling Campaigns and Use of Social Marketing/Social Media

Kelley Dennings

**NC Division of Pollution Prevention
and Environmental Assistance**





Why recycle?

Recycling Cycle

Music & videos

Games

Survey

Links

- Artwork
- Composting
- Environmentally Preferable Procurement
- Environmental Education
- Grants
- Lesson Plans & Activities

R-E-C-Y-C-L-E it begins with you and me!



Hello!
Welcome to the Home of the Recycle Guys!
We want you to help keep North Carolina beautiful through recycling and waste reduction.

 Be our Friends! Recycle Guys are on **Facebook!**

 **Happy Cinco de Mayo from the Recycle Guys!**

Videos
The Recycle Guys are TV stars! Click below to see their commercials!



<http://www.recycleguys.org/>



RE3.org
reduce. reuse. recycle.

home media mix for coordinators where to recycle sponsors about

WE LOVE OUR INTERNS! We are now accepting applications for graphic design and communication interns!

what's up

WHATCHA THINK?

NOTHING BUT THE TRUTH

SAW CHEESE

facts

follow us on **twitter!**

twitter

facebook Home Profile Friends Inbox

facebook

youtube

<http://www.re3.org/>



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POSTERS & ADS

[Back to Coordinators](#) | [Decals & Signs](#) | [Logos](#) | [Stickers](#) | [Stock Photos](#) | [T-shirts](#) Can't find what you need? Try us on [flickr](#).

To download: right click link and select "save link as" or right click image and select "save image as."
Yes! We will customize these graphics for any local government in North Carolina. [Contact us](#) to make a request.
For plastic bottle ban-specific posters, visit [DPPEA's Plastic Bottle site](#).



Do you recycle? 8.5x11 | 11x17
Do you recycle (no alcohol)? 8.5x11 | 11x17
Does your bar recycle? 8.5x11 | 11x17



Do you recycle? 8.5x11 | 11x17
Do you recycle (no alcohol)? 8.5x11 | 11x17
Does your bar recycle? 8.5x11 | 11x17



Message in a Bottle 8.5x11 | 11x17
Message in a Bottle for Bars 8.5x11 | 11x17



We've Got Plans for your Bottles and Cans
8.5x11 | 11x17 | cinema | truck ad



Jobs
8.5x11 | 11x17 | poster | cinema | truck ad



RE3 Save Now
8.5x11 | 11x17 | poster



Sapling: Recycle Today



Boone to Baldhead
recycle



Why Trash It?
RECYCLE

<http://www.re3.org/graphics.htm>



RE3.org
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FOR COORDINATORS


Quick Links: [Decals & Signs](#) | [Logos](#) | [Posters & Ads](#) | [Stickers](#) | [Stock Photos](#) | [T-shirts](#) Need assistance? [Contact us.](#)

Approaching Recycling Education in a New Way
RE3 was created for YOU! All of the following information and materials were developed to help you increase participation in your recycling program. Click on a topic below to find resources and links:

RESOURCES:

Social Media Webinar Video: A How To. Right click link and choose "Save Link As." Once zip file is saved to your computer, right click file and choose "Extract All." Click Next, Next. Open the extracted folder, then open .wmv file.


Using Social Media and Mobile Phones for Recycling - [Slidedeck](#); [Podcast](#)


 Visit [RE3.org's blog](#) to read and share great up-to-date, recycling and social marketing information.

N.C. Stats & Facts: Interesting stats and facts about recycling different materials in North Carolina.

Make-up of N.C.'s Waste Stream: Click to download the Waste Stream poster as [\[8.5 x 11 pdf\]](#) or [\[11 x 17 pdf\]](#).

Material Request Form: N.C. recycling coordinators may download form and return to N.C. DPPEA. Items will be shipped or delivered while supplies last. (doc format).

 Download [RE3.org Logos](#)

 Download and browse through the collection of [RE3.org's](#)

INFORMATION:


Increasing Recycling Participation: Find information to help you improve the recycling performance in your city or county and the programs that serve them.

Social Marketing: Defines social marketing and techniques to make it work for your recycling program.

Social Media: Reprint of "Friendly Recycling" article in Resource Recycling's December 2009 issue. Learn about RE3.org's use of social media to educate about recycling.

Media Options: Pros and cons of various media. Explains which options will work best for your recycling program and audience (pdf format).

Group Activities: Public outreach activities from your recycling colleagues (pdf format).

 **School Recycling:** RE3.org partners with the Recycle Guys to spread recycling messages to schools.

Event & Venue Recycling: How to initiate recycling at your event and venue.

College and University Recycling: Examples of recycling from N.C. collegiate recycling programs.

<http://www.re3.org/coordinators.htm>



Encouraging North Carolina to recycle more!

[Home](#) [About](#) [Contact](#) [Events](#) [For Coordinators](#) [Sponsors](#)

[Where to Recycle](#)

[Who to Ask](#)

[Recycle on the Go](#)

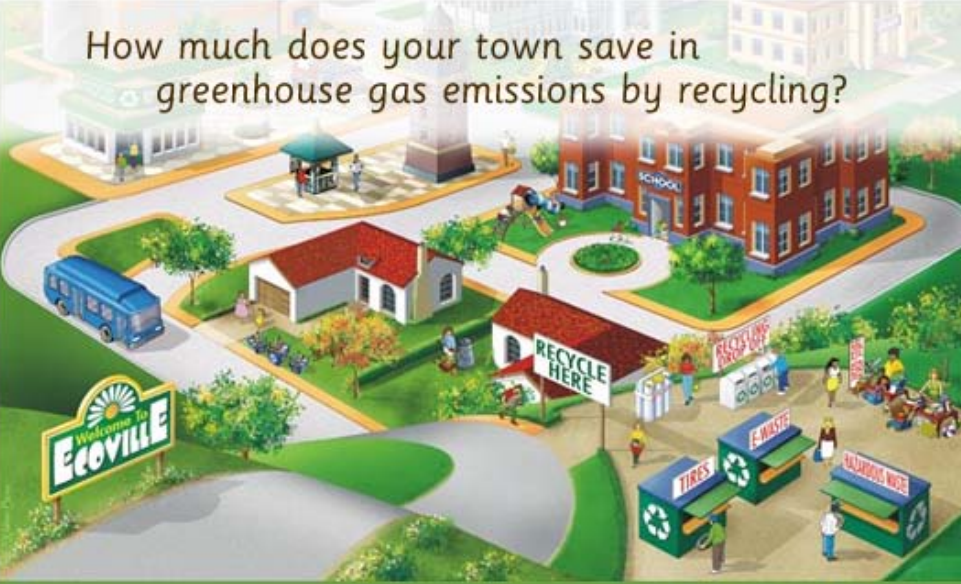
[Kids & Recycling](#)

[Links](#)

[Take our Survey](#)



How much does your town save in greenhouse gas emissions by recycling?



Click to visit NC Ecoville, and find out!

<http://www.recyclemorenc.org/>

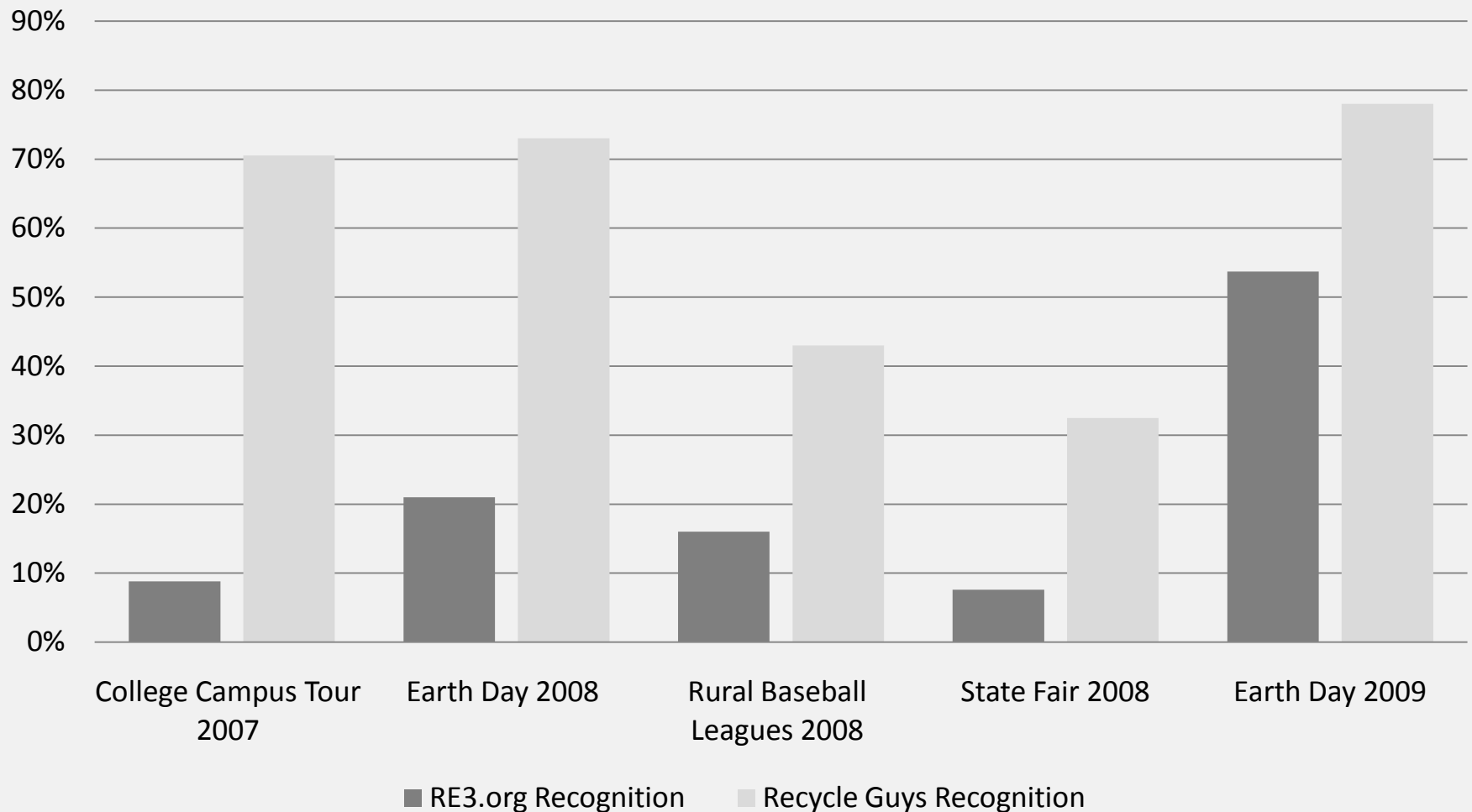


Surveys

Date	Audience	Location	Number	Demographics
2007 Surveys - Spring	8 colleges and youth groups throughout NC	Cary, Charlotte, Hickory, New Bern, Raleigh, Wilson, Wingate	341	58% female, 40% male, 33% between 11-18, 49% between 19-23
2008 Surveys - Spring	5 outreach events all in the Triangle area	Cary, Raleigh, Durham	304	53% female, 46% male, 16% under 18, 46% between 18-34
2008 Surveys – Summer	3 baseball events	Asheville, Hickory, Kinston	81	63% female, 27% male, 35% between 18-34
2008 Surveys – Fall	12 day NC State Fair	Raleigh	1237	64% female, 34% male, 20% between 18-34, 31% between 35-50
2009 Surveys – Spring	4 outreach events all in the triangle area	Cary, Raleigh, Durham	387	70% female, 30% male, 29% under 18, 40% between 18-21, 10% between 22-25

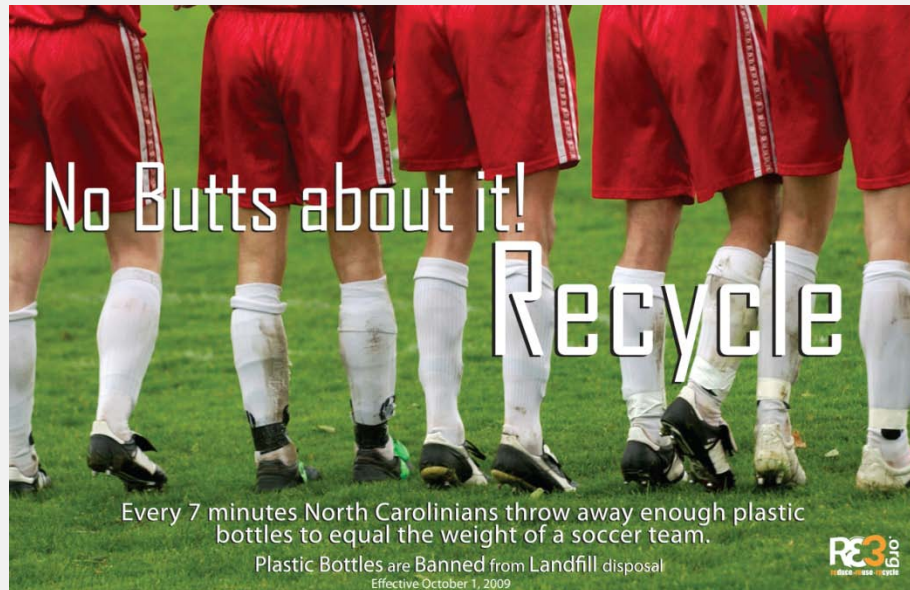


Brand Recognition





Social Marketing



- Identifying barriers
- Developing a strategy
- Conducting a pilot
- Evaluating the strategy



COMMITMENT

- Large better than Small
- Written better than Verbal
- Public commitment is BEST!



<http://www.p2pays.org/socialmarketing/commitment.asp>



PROMPTS

They should be:

1. Easily noticeable
2. Self explanatory
3. In close proximity to where the activity occurs
4. Encourage positive behaviors

- Magnets with local recycling information





NORMS

If you observe someone you like or respect doing an activity you are more likely to want to do that same activity.



<http://www.p2pays.org/socialmarketing/norms.asp>



INCENTIVES

1. Pair the incentive with the behavior
2. Make it visible
3. Consider the size of the behavior
4. Look for non-monetary incentives like good PR



<http://www.p2pays.org/socialmarketing/incentives.asp>



COMMUNICATING THE MESSAGE

- Know your audience
- Frame your message so it easy to remember
- Provide goals & feedback
- Emphasize personal contacts



<http://www.p2pays.org/socialmarketing/communication.asp>



MyBestSegments

MarketPlace

Home

Subscriber Login

ZIP Code Look-Up

Segment Look-Up

Using MyBestSegments

Learn More

Sign Up Online

FREE Report

ZIP Code Look-up

PRIZM NE

► PRIZM NE Segmentation System

Enter 5-digit ZIP CODE

27511

Enter the security code shown below **:



Submit

* This is to improve performance and prevent unauthorized automated scripts.



Cary, NC 27511's most common PRIZM NE Segments are:

Number	Name
12	Brite Lites, Lit City
27	Middleburg Managers
10	Second City Elite
13	Upward Bound
06	Winner's Circle

Click on the segment name for more detail.

Please Note: Segments are listed in alphabetical order by segment name. You must [log in](#) to view segments in order of their predominant concentration of households within the selected ZIP Code.



<http://MyBestSegments.com>



COMMUNICATING THE MESSAGE





COMMUNICATING THE MESSAGE

facebook

Home Profile Friends Inbox

Kelley D Settings Logout

Bottle Ban Brickyard Freeze

Every second, North Carolinians throw away 100 plastic bottles.

Host:

RE3.org and NC State Recycles

Type:

Causes - Rally

Network:

Global

Date:

Thursday, October 1, 2009

Time:

11:35am - 11:40am

Location:

NC State Brickyard

City/Town:

Raleigh, NC

Phone:

9195159421

Email:

recycling@ncsu.edu

Description

Have you ever heard of one of those planned freezes when: 200-500 people all freeze in position for 5 minutes ...and then continue on like nothing happened?

On October 1st we are going to do just that in the Brickyard to kick-off the Plastic Bottle Ban that starts in NC on October 1st.

Here's a breakdown of what will happen:

1. On the day of the event, recycling bins will be strategically placed around the Brickyard with signs on them about the bottle ban.
2. Find your way to the Brickyard and casually walk around.
3. When a whistle sounds at 11:35am, everyone participating will freeze in any position with a plastic bottle in their hand.
4. Everyone will stay frozen until they hear the whistle again around 11:40am.
5. Next, unfreeze and find your way to a recycling bin.
6. Recycle the bottle, and then disperse! It's that easy!

The goal is to raise awareness for the new law and promote the importance of recycling. What a cool way to kick off North Carolina getting on board with recycling efforts at NC State!

Here is an example of a mass freeze that happened at Grand Central Station: <http://www.youtube.com/watch?v=jvMg3P3Dxou>

For more information about the bottle ban or recycling: <http://www.p2pays.org/BannedMaterials/PlasticBottles/>

For more information about recycling: <http://www.re3.org/>
<http://www.ncsu.edu/recycling>

Invite People to Come

Remove from My Events

Share

Export

Your RSVP

☒ Attending

☐ Maybe Attending

☐ Not Attending

Other Information

Guests who are not attending are hidden on the guest list. Guests are allowed to bring friends to this event.

Other Invites

Maybe Attending (321) See All

Joanna Heavner

Jacky Davis

Karah Sidney Durham

Awaiting Reply (302) See All

Viraj Doshi

Shri Iyer

Michelle Cipullo

twitter

Home Profile Find People Settings Help Sign out

What are you doing? 140

Latest: PLASTIC BOTTLE LANDFILL DISPOSAL BAN GOES INTO EFFECT TOMORROW! FIND OUT MORE HERE <http://bit.ly/aH0ru> about 20 hours ago

update

Home

SafeHaven4Cats

Good morning, Starshine! <http://twitpic.com/a7Xrx>

1 minute ago from web

GNC

Check out this book video trailer: <http://bit.ly/dPOMn>

6 minutes ago from web

climatedebate

Rail Transport: Why Can't We Learn from Europeans? <http://bit.ly/vwZIL>

9 minutes ago from twitterfeed

SafeHaven4Cats

How about a little Soda pop? <http://twitpic.com/a7xpxj>

12 minutes ago from web

dashable

Sync Google Search History With Your Mobile - <http://bit.ly/xuDVD>

15 minutes ago from bit.ly

DowningStreet

12 amateur gardeners are vying for the chance to create a garden for the Olympic Park. Vote for your favourite: <http://tiny.cc/JBsak>

17 minutes ago from web

themoment

Music at Balenciaga said "back to the start again" & it definitely was true! Very sporty & eclectic but not the lady of last season. AC #p7w

21 minutes ago from Echofon

50cent

check out my intw with @AngieMartinez <http://bit.ly/tZKMtu> talk Jay-Z, Eminem, Thisis50 Fest, MTV Hottest MCs... [Video]

24 minutes ago from iStock

re3org

408 following 252 followers 285 tweets

Twitter Wit n. the funniest tweets ever, all in one book.

Home

@re3org

Direct Messages 19

Favorites

Search

Q

Saved Searches

#smph

recycling, North carolina

recycling, NC

green, NC

RECYCLE, NC

green, North Carolina

plastic bottles, NC

north carolina plastic bottles

north carolina plastic bottle

Trending Topics

Google Wave

#why

Onody

Glee

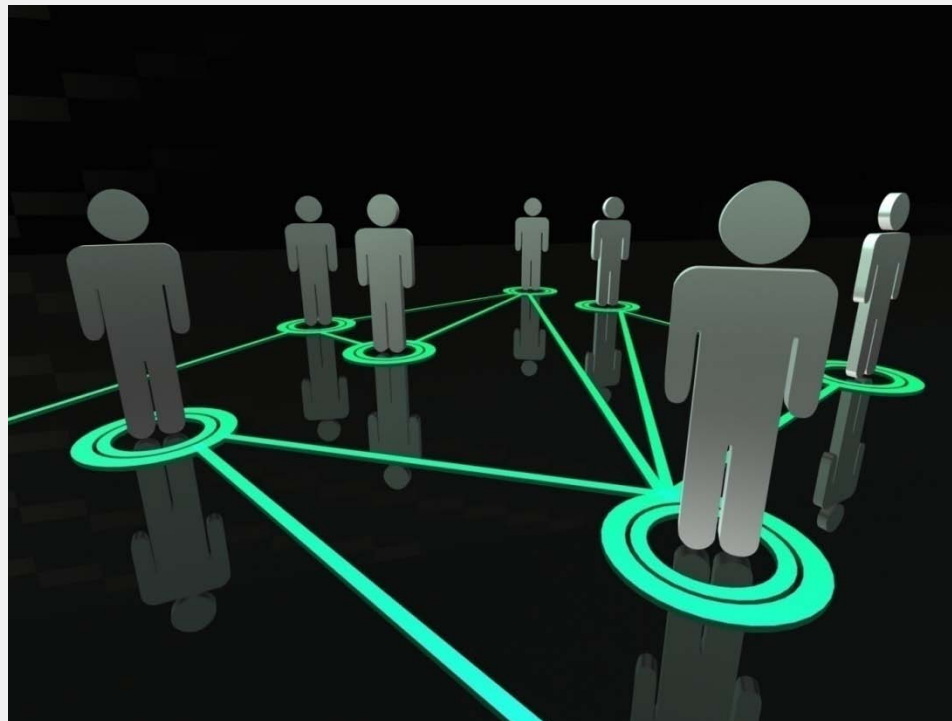
#owa



COMMUNICATING THE MESSAGE

“The most frequently cited benefit of the Internet was in helping people tap into [their] social networks”.

- Susannah Fox



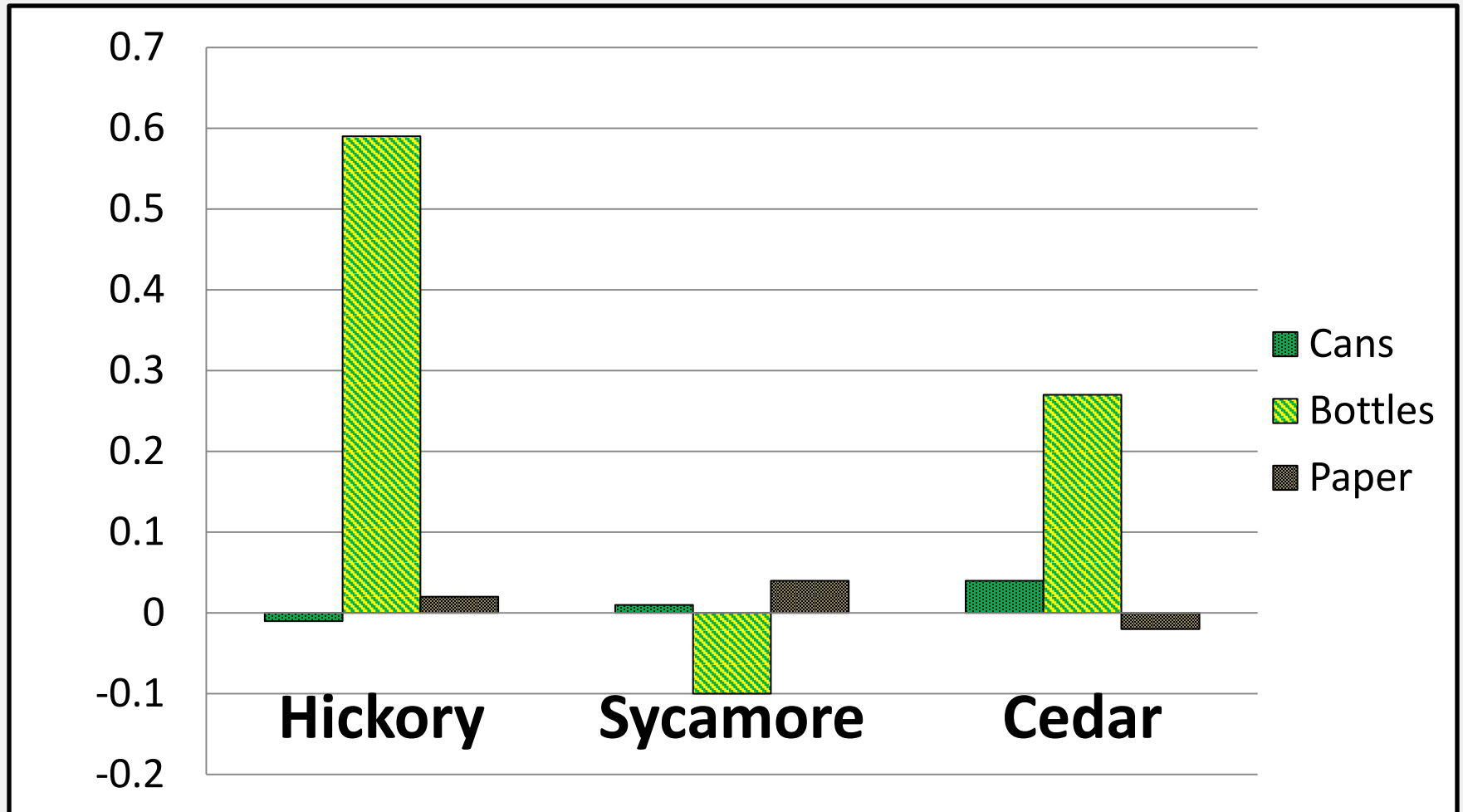


Can social media change behavior?



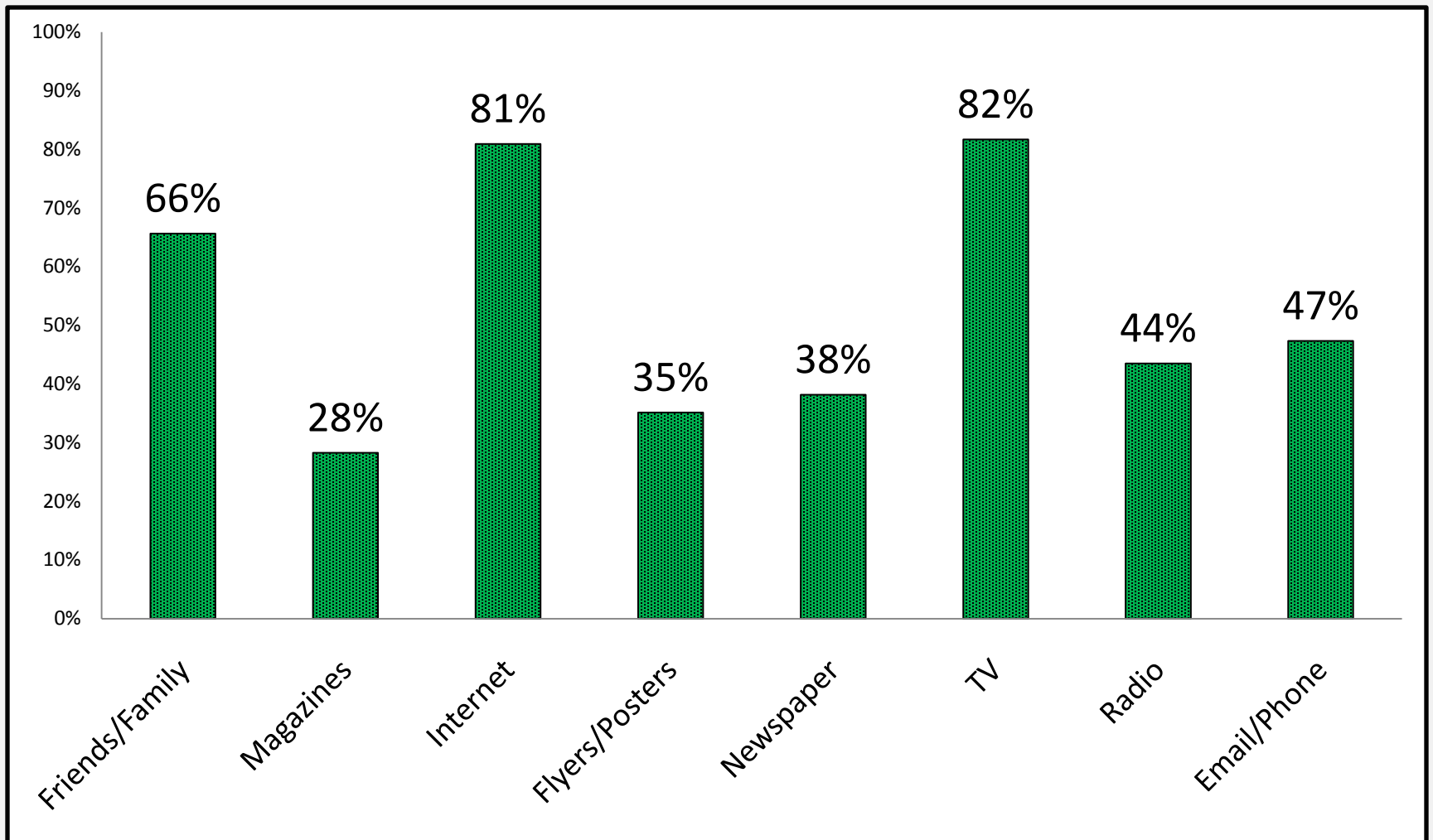


Percent Change in Material Collected





How do you get news/info?





Social Media Resources

- Recorded webinars about how to start using social media, using social media on your phone and a copy of 12/09 Resource Recycling article about RE3.org's use of social media - <http://www.re3.org/coordinators.htm>
- Full report regarding Social Media and Behavior Change at UNC-Charlotte - www.p2pays.org/ref/50/49992.pdf.
- NC Governor's policy and how-to regarding social media
http://www.records.ncdcr.gov/guides/best_practices_socialmedia_usage_20091217.pdf
<http://www.records.ncdcr.gov/socialmedia/index.html>



Alcoa

APR

Asheville

Brunswick County

Cary

Catawba County

Chatham County

Duke Energy

ECVC

Greensboro

Green Pieces Recycling

FCR

Iredell County

Johnston County

Lee County

Mecklenburg County

NC Beverage Association

NC State

Orange County

Raleigh

Sonoco

UNC Charlotte

UNC Greensboro

Waste Industries

Wayne County



Thank you.

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<http://www.linkedin.com/in/kelleydennings>

<http://re3org.blogspot.com/>

<http://twitter.com/re3org>